

CUSTOMER JOURNEY MAP

AWARENESS:

- *TO KNOW THE DAILY ACTIVITY UPDATES IN SOCIETY.
- *TO KNOW THE ACTIVITIES AROUND YOU.
- *TO UPDATE YOURSELF THE LATEST ATMOSPHERE.

INTEREST:

- *JOURNALISTIC TOOLS TO CAPTIVATE AND ENGAGE THE AUDIENCE, INFLUENCE PUBLIC OPINION AND BRING REVENUE TO MEDIA ORGANIZATIONS.

EVALUTION:

- *SOME ARTICLES SHARED ON SOCIAL MEDIA CAN BE OLDER ARTICLES THAT MAY RELATE TO CURRENT EVENTS, BUT NOT HAVE CURRENT OR ACCURATE INFORMATION. IF THE ARTICLE IS NOT RECENT, THE CLAIMS MAY NO LONGER BE RELEVANT OR HAVE BEEN PROVEN WRONG.

DECISION:

- *AS THE FINAL ELEMENT IN YOUR CUSTOMER JOURNEY MAP, SOLUTIONS ARE WHERE YOU AND YOUR TEAM WILL BRAINSTORM POTENTIAL WAYS TO IMPROVE YOUR BUYING PROCESS SO THAT CUSTOMERS ENCOUNTER FEWER PAIN POINTS AND HAVE POSITIVE MOODS AS THEY PATRONIZE YOUR BUSINESS.

NEW IDEAS:

- *LOCATIONS FEATURES WITH AUTOMATION CAN BE IMPLEMENTED WHICH MEANS USER MOVE FROM ONE CITY TO ANOTHER LOCAL NEWSWILL CHANGE AS PER IT.OFFLINE READING CAN BE IMPROVE MORE EFFICIENT WAYON FULL ARTICLES.IF API CAN'T REACH CERTAIN ARTICLE SOURCE IT GIVES NULL VALUE WHICH CAN CAUSE PROBLEM IN JSON PARSING.